



CALPEEK

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ELECTION ANALYSIS

IT'S DIFI vs. PETE FOR GOVERNOR OF CALIF.

Most political observers say the Demo primary for governor may have ended the day that first 30-second TV spot by Bill Carrick & Hank Morris aired for their client, former S.F. Mayor Dianne Feinstein. That spot hasn't been called "The Grabber" without good cause. There was also AG John Van de Kamp's 3 initiative strategy, which many think was a KEY blunder. But all of this is past history...

...As CALPEEK went to press, political insiders were scrambling to predict what the next few months will be like and coming up with the obvious comparisons between DiFi and her Republican opponent, U.S. Sen. Pete Wilson. It's amassing how close they are on a number of KEY ISSUES (death penalty, law & order and choice) and how different they are in terms of STYLE, CHARISMA and PERSONAL APPEAL...

...And it is the latter elements that has the Wilson campaign most concerned. The TV camera is very kind to DiFi. In a way, she reminds some observers of Mr. Charisma himself, former Pres. Ronald Reagan. She even has a certain amount of TEFLON coating to protect against those occasional gaffs she has made. Just like RR...

...So how to attack DiFi? That will be revealed in the next several weeks, because Wilson will hit the TV with two new spots this week in an offensive to roll up some big numbers before July 4. But it's not going to be easy. DiFi is on a national news media high right now and is basking in the glow of very favorable publicity and a hefty BUMP from her 11 point win over VdK. Her victory night speech hit every MARK. Wilson's speech was okay, but his comment

that "Germany will reunify before the Democrats" is just wishful thinking...

...FYI: Was that the Wall Street Journal in a June 1/Page 1 story that says "stylish Dianne Feinstein will face staid Senator Williams (sic) in the Fall."? How could the nation's most Republican newspaper make a goof like that? Stay tuned...

BERGESON DEFEATS SEYMOUR IN GOP LG PRIMARY.

Conservatives had something to prove in the Republican primary for Lt. Governor. They wanted to demonstrate that being PRO-CHOICE isn't necessarily a political advantage. And so it was when Newport Beach GOP State Sen. Marian Bergeson soundly defeated her State senate colleague from Anaheim, John Seymour, by a 10-point margin, 55% to 45%. Remember, Seymour had been a solid PRO-LIFE supporter until last summer and then switched to become PRO-CHOICE. Bergeson, who is a solid PRO-LIFE legislator, pounded Seymour on the flip-flop...

...But did LIFE vs. CHOICE make a key difference? In some exit polling by KCBS-TV in L.A., it showed 61% of PRO-CHOICE Republican women voting for Bergeson, while only 29% cast ballots for Seymour. And even though Seymour raised and spent more money than Bergeson, Bergeson was on most of the major GOP slate cards. That might have been a big factor in her win...

...Now that Bergeson is U.S. Sen. Pete Wilson's official running mate, will the conflict on CHOICE become a major campaign issue? CALPEEK sources think Demos Dianne Feinstein and incumbent LG Leo McCarthy, who are both strong PRO-CHOICE, are likely to make this a KEY issue in the campaign against both. Remember, Wilson is a solid PRO-CHOICE Republican...

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SMITH TOPS REINER IN BITTER DEMO PRIMARY.

It will be S.F. DA Arlo Smith(D) against former conservative Congressman Dan Lungren in a classic fall match, where issues such as offshore energy development and the LIFE vs. CHOICE issue could dominate the contest to see who replaces Demo John Van de Kamp as CA Attorney General. Conventional wisdom is that the edge belongs to Smith for the time being. But that could change...

...As for L.A. DA Ira Reiner, figuring out what went wrong will probably be debated into the next century. Was it Arlo Smith's aggressive style of campaigning? Was it the massive support Smith got from various law enforcement groups, such as PORAC? Or was it the McMartin case? All of the above with heavy emphasis on the McMartin case is the way CALPEEK insiders explain it. This was Ira's race to win and he blew it. With about 98% of the vote counted, Smith had a 52.2% to 47.8% lead. Question: will Ira Reiner's loss make him vulnerable IF he seeks reelection??? Stay tuned...

FLORES SQUEAKS BY LEVY FOR SECT. OF STATE.

In the early returns on June 5, L.A. Co. Dep. DA Gordon Levy was leading L.A. Councilwoman Joan Flores by several points in their GOP primary race for Sec. of State. It must have given Flores some nervous moments. In the end, however, she won by about 5 points, 52.6% to 47.4%. But considering the fact that Levy had almost NO MONEY, he did remarkably well against a candidate who spent \$450,000...

...Had Levy won, it would have been a big upset. Flores, it turns out, didn't spend her entire warchest. She still has more than \$200,000 in reserve, according to CALPEEK sources. Very risky...

...Bottomline: Flores faces a very tough incumbent in Dr. March Fong Eu(D) and it will be an uphill fight all the way because Eu is one of the MOST POPULAR Demos around. But look for Flores to wage an aggressive campaign, pointing out a few negatives here and there. And remember, GOP fundraising ace Joyce Valdez is one of Flores' key consultants...

IT WILL BE BROWN vs. HAYES IN FALL BATTLE.

To no one's surprise, Demo Kathleen Brown won her party's nomination over Compton

Treas. Wes Sanders. On the GOP side, the contest was somewhat more lively and unpredictable, with upstart conservative GOP challenger Bay Buchanan giving appointed State Treas. Tom Hayes all he could handle and more. Hayes won 53.7% to 46.3%, but he should have hit in double digits. Can Hayes handle Brown in the fall? Good question. Insiders think this contest could be fairly close, especially since Hayes could get lots cross-over Demos who still have it in for Kathleen's brother, Jerry Brown, the former governor and now CA Demo Party boss. Another question is Hayes' strategy of being a STEALTH candidate. It worked in the primary, but against Brown, it won't fly...

GARAMENDI BEATS PRESS TO WIN DEMO IC RACE.

Maybe it's true that the third time is the charm because Demo State Sen. John Garamendi of Stockton, on his third try for Statewide office, finally won the Demo nod to be the nominee for Insurance Commissioner. Garamendi captured 35.7%. His nearest rival was former TV/radio commentator Bill Press, who got 28%. As CALPEEK predicted, Press got creamed by the large field of candidates who were all drawing from the same pool of voters. Most political observers think Garamendi will be the heavy favorite to mash GOP insurance agent Wes Bannister of Orange Co. in the fall...

CAMPAIGN 1990: ASSEMBLY PRIMARY RESULTS.

Editor's note: Now that the battle over Props. 118/119 is over, Republicans and Democrats will soon begin the REAL WAR over control of the State Legislature. And the side which controls the legislature gets to draw the new district lines. As of June 6, Democrats held a 45 to 34 advantage over the GOP in the Assembly, with one vacancy. Here is CALPEEK's analysis:

- INCUMBENTS UNDER SIEGE - All of the GOP and Demo Assembly incumbents won reelection. GOP Assemblywoman Cathie Wright mashed Hunt Braly, AA to State Sen. Ed Davis, 59.3% to 40.7%. GOP Assemblywoman Sunny Mojonier of San Diego held off 3 rivals, while her fellow GOP Assemblywoman Tricia Hunter of Bonita turned back Operation Rescue activist Connie Youngkin. The PRO-LIFE forces, along with the GUN LOBBY, delivered some last minute independent money into Youngkin's campaign, but Hunter held on, 52.3% to 47.7%. Also on the Republican

side, as expected Assemblyman Gil Ferguson crushed under-funded PRO-CHOICE challenger Phyllis Badham in the Orange Co. area...

...On the Demo side, PRO-LIFE Demo incumbent Peter Chacon, who trailed in the voting all night, pull out a win over former San Diego Councilwoman Celia Ballesteros. Chacon actually got 53.9%. And in another San Diego race, veteran incumbent Steve Peace of Chula Vista pulled just 54.7% to beat two serious rivals, attorneys Robert Garcia and Darrell Vandeveld. Many felt Vandeveld was the more serious, but Garcia pulled 24.8% to Vandeveld's 20.5%...

• THE SPECIAL - In addition to the primary, voters in the 78th A.D. elected Republican Jeff Marston to fill out the unexpired term of Lucy Killea (D-San Diego). Marston defeated former Councilman Mike Gotch, who when the race started earlier this year was considered the frontrunner. Bottomline: Marston should hold this seat for the GOP. He's PRO-CHOICE too...

• THE BIG SURPRISE - In the open 59th A.D. of new State Sen. Charles Calderon (D), the Demo winner was Dep. AG Xavier Becerra, who knocked off two better funded rivals, school board member Diane Martinez (daughter of U.S. Rep. Matthew Martinez) and Calderon's top AA, Marta Maestas. As reported in CALPEEK, Becerra had an excellent grass roots campaign and received 34.8% to 28% for Maestas and 25.8% for Martinez...

• THE OPEN SEATS - On the Demo side, Barbara Lee wins big in Oakland over Councilwoman Aletta Cannon, 73% to 19.6%, to take over from Elihu Harris. In the open 48th A.D., Maxine Waters' hand-picked successor, Marguerite Archie-Hudson defeated L.A. Councilman Bob Farrell, 45% to 30.4%. Guess the bit about where Farrell lived DID make a difference. So did Willard's slate. This was considered a slight upset...

...On the Republican side, businesswoman Paula Boland won the open seat of retiring Assemblywoman Marian La Follette. She beat La Follette's AA Rob Wilcox, attorney Bob Scott and two other minor GOP players. She got 42.5% to 33.2% for Wilcox and 13.8% for Scott. What's interesting here is that combined with the Cathie Wright win over Hunt Braly in the neighboring 37th, it's two big wins for the Fiedler/Wright/Bernson allies

over the Ed Davis group. Age is what did Wilcox in, along with split resources which were divided with Braly...

...In the 52nd A.D., new State Sen. Frank Hill's endorsement of PRO-CHOICE Republican attorney Paul Horcher did the trick. Horcher got 17.7%. Second place went to another PRO-CHOICE Republican, Will Baca, who got 17.5%. School board member Ken Manning got 17.1%; Tony Russo 13.8%; and former GOP Assemblyman Wayne Grisham 13.6%. There are still a number of uncounted ballots and Horcher led by 64 votes...

...In the 58th A.D., Huntington Beach Mayor Tom Mays won the GOP primary over Dr. Sy Alban and three other GOPers. Alban spent a small fortune, but the conservative vote in Orange Co. is what helped Mays, along with last minute independent committee expenditures from PRO-LIFE and gun lobby forces. The political arm of the CA Chiropractic Assn. also pumped in about \$54,000 to help Mays. Remember, Alban was the CMA's candidate and there isn't any love lost...

SOME SURPRISES AND UPSETS IN LOCAL RACES.

Editor's note: Here's a quick look at some of the key local races around Calif...

• OAKLAND - A 4th term wasn't in the cards for Mayor Lionel Wilson. He finished behind Councilman Wilson Riles Jr. and Assemblyman Elihu Harris. He should have stuck to the original game plan - retirement...

• SAN JOSE - The November runoff will be a contest between frontrunner Frank Fiscalini, former educator, and Councilwoman Susan Hammer, who are running to replace Mayor Tom McEnery, who is barred from seeking a third term. Fiscalini got 33.4% to 28.8% for Hammer. Councilwoman Shirley Lewis was 3rd with 24.2%...

• IRVINE - The last LIBERAL in Orange County, Mayor Larry Agran, was defeated for reelection by his main city council rival, Sally Anne Sheridan. Sheridan got 52% of the vote. In an earlier issue of CALPEEK, we noted Agran could be in trouble...

• MALIBU - Voters in L.A. County's 87th city approved incorporation by an 84% to 16% margin. New councilmembers include cityhood backers Walter Keller, Larry Wan,

Mike Caggiano, Carolyn Van Horn and Missy Zeitsoff...

• L.A. COUNTY SUP/1st Dist - By the time CALPEEK hits the streets, U.S. Dist. Judge David Kenyon may have invalidated the primary race to replace Sup. Pete Schabarum. Consultants in this race were outraged that Kenyon would wait until the day before the election to announce his ruling and say that he might invalidate the election. As it turns out, Scharbarum's deputy, Sarah Flores, finished on top, with Sup. Court Judge Greg O'Brien in second...

6 COUNTY SHERIFFS DEFEATED IN JUNE PRIMARY.

Six incumbent county sheriffs, including Inyo Co. Sheriff Don Dorsey, president of the CA Sheriffs Assn., were defeated for reelection. Also on the list of incumbents who didn't make it was Kern Co. Sheriff John Smith, who got mashed by Sheriff's Commander Carl Sparks, 68% to 32%. Also on the list of unemployed are the sheriffs in Amador, Calaveras and Sonoma Counties...

...Also going down to defeat was Sutter Co. Sheriff Roy Whiteaker. As CALPEEK readers may recall, Whiteaker challenged GOP State Sen. John Doolittle (Roseville) two years ago in a heated senate contest. This was get even time for Doolittle, who sent his troops into Sutter County to help Yuba City Police Lt. Art Brandwood win a 66% to 34% victory over Whiteaker. Whiteaker made the mistake of using a Doolittle quote praising Whiteaker in a paid newspaper ad. Doolittle didn't like that and declared war...

...In Santa Barbara County, Sheriff's Lt. Jim Thomas defeated the acting sheriff, James H. Vizzolini. In San Joaquin County, the new sheriff is Baxter Dunn. And in a three-way contest in San Berdu County, Undersheriff Dick Williams won election...

...There will be runoffs in San Diego featuring Asst. Sheriff Jack Drown and Sheriff Capt. Jim Roach; and in Tulare County featuring Undersheriff Doyle Hoppert and criminology instructor Melvin (Butch) Coley...

CARD CLUB PETITIONS SET FOR WEST HOLLYWOOD.

Supporters of a card club for the City of West Hollywood are on the streets with petitions, trying to gather 3,000 signatures by June 12 to place a local initiative on

November ballot. Santa Monica-based consultant Thom Poffenberger is handling the petition management phase of this effort...

...Card club spokesperson Bruce Decker told CALPEEK that of the \$5-10 million raised annually by such a club, the initiative specifically earmarks 1/4 for expanded law enforcement services; 1/4 for human services (seniors, homeless, AIDS); 1/4 for Eastside redevelopment; and 1/4 that can be used in any way by the council...

...Most of the West Hollywood City Council members seem opposed, but it remains to be seen how the community in general will react. West Hollywood, which for the first few years of cityhood had a sizeable budget reserve, is now in the process of making budget cuts. If this measure qualifies it will be one of the more fun campaigns to cover because the card clubs in Gardena, Commerce and Bell Gardens won't be sitting on their thumbs. This could be the campaign consultants' Full Employment Act of 1990. Stay tuned...

ROSE INST. HOSTS 2-DAY REMAPPING SEMINAR.

The Rose Institute and the Institute for Social Justice will host a 2-day conference at Claremont McKenna College on redistricting, the census and representation. The conference begins Friday, June 22 and ends June 23. Cost for Friday's session is \$75, while Saturday's cost is \$25. For info & RSVPs, (714)621-8159...

MCCARTHY TO SPEAK AT BAPAC ON JUNE 28th.

Demo LG Leo McCarthy will be the speaker when the Bay Area Public Affairs Council (BAPAC) conducts its June 28th luncheon meeting at the St. Francis Hotel, S.F. 11:30 a.m. reception, 12 noon lunch. For info & RSVPs, Denise Bartoni at The Clorox Co. (415)271-7228...

A little VACATION TIME for CALPEEK. If we keep up this pace, we'll finish the year before the November election. So you won't see CALPEEK the last week of June, July or August. That will be the June 25th issue, the July 30th issue, and the August 27th issue.
